CANADIAN MOVING PICTURE
DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

FORTIETH YEAR OF PUBLICATION 1915-1955

RAY LEWIS
FOUNDER
1915-1954

FIRST WITH THE FILM NEWS IN CANADA

VOL. 47, NO. 45 | Published by CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED | NOVEMBER 5, 1955

Richard Egan Mobbed By Film Fans

By JAY L. SMITH

Thanks to all our readers for the wonderful reception accorded The Digest 40th Anniversary Issue. I would like, particularly, to acknowledge the number of letters received in connection with the issue, including ones from John J. Fitzgibbons, Leon Bamberger and Harold Pfaff.

One of the nicest film gatherings I have ever attended, was the farewell dinner for Gordon Lightstone, Jr. last week, on the eve of his departure to take over as Vancouver Branch Manager for 20th-Fox. Over 40 friends and associates of Gordon Jr. and Sr., attended the dinner held at the King Edward Hotel, to wish young Gordon, Godspeed. Hye Bossin, editor of the junior Canadian trade journal, acted as toastmaster, and did an excellent job of blending humour and sentiment.

Tributes and congratulations were offered to young Gordon by Morris Stein, Dave Griesdorf, Nat Taylor, Bob Eves, Billy Summerville, Louis Rosenfeld and Herb Allen, with the presentation of a matching travelling bag and briefcase, presented by Pete Myers. Wires were received from Bill Gehring and Arthur Silverstone of 20th-Fox.

Gordon Lightstone, Sr., spoke briefly, but was so choked with emotion, that he was forced to cut his remarks off short. Nor could anybody blame Gordon for feeling as he did. Young Gord, is the Lightstone's only offspring, and while both Gordon and Audrey are naturally proud that their son should make such rapid strides in our Industry, the thought of him being 3,000 miles away, is not an easy one to bear. However, for

(Continued on Page 4)

PA By Fox Star Highlight Of Toronto Hadassah Bazaar

Toronto: PA of movie stars got a new uplift here last week with the two day barnstorming of 20th-Fox star Richard Egan soon to be seen in "A View From Pompey's Head." Not originally scheduled to hit Toronto in his current tour in aid of his latest picture, Egan was brought here to appear, in a last minute switch of plans, at the one day Annual Hadassah Bazaar and Exposition last Wednesday.

Fox's Canadian Exploitation and Publicity head, Sam Glasier working with Bazaar officials blanketed the air-waves and newspapers with

(See EGAN Page 4)

Elmer Safety Tie-up For 6 Winnipeg Houses

Winnipeg: Six Famous Players Theatres started a safety campaign for school children on Saturday, October 22. A series of ten matinee shows are built around Elmer the Safety Elephant theme and prizes

(See ELMER Page 4)

ROSENFELD HONORED

The Canadian Motion Picture Pioneers pulled a record crowd for the presentation of their Annual Pioneer of the Year Award to Louis Rosenfeld, last Tuesday. Dr. Trueman and Hye Bossin also were presented with special Canadian Film Awards.

Lionel Lester Elected President Motion Pictures Theatres Assoc.

Toronto: A 12-man board of directors elected last Monday at the Motion Picture Theatres Association of Ontario Annual Meeting, the kick-off in the Industry's annual get-together, elected Lionel Lester, President; Russell Simpson, Vice-President, re-elected Jack Clarke, Treasurer, and Angus Jewell, secretary. Lester, who heads up National Booking and is in partnership with his brother Bob in the Studio Theatre, Toronto, was the chairman of last year's amusement

(See LESTER Page 4)

US Border Theatres Bid For Canuck Biz

Toronto: Theatres in New York State and Michigan are going after patronage in Ontario centers with increasing vigor. Along the St. Lawrence River the newspapers on the Canadian side are carrying the display advertising of Schine the-

(See BORDER THEATRES P. 3)

Free Admissions At Star-Top Drive-In

London: For its last show of the season Oct. 22 the Star-Top Drive-In at London, Ont., really shot the works in the staging of an "Appreciation Night". It was a free-for-all in reality with every car and occupant being admitted free during the evening as an expression of gratitude for patronage during the past six months.

The drive-in, which is a unit of the Ochs Organization, presented a double bill which consisted of "Black Horse Canyon" and "Al-

(See STAR-TOP Page 4)

'Oedipus Rex' Filming Set For Early Start

Toronto: "Oedipus Rex" is to be filmed as a result of a deal concluded by the Stratford Shakespearean Festival, which has presented the Greek drama in Stratford, Ontario, the last two seasons. Set as producer is Leonid Kipnis, who has been making specialized and art pix, frequently abroad, since 1928.

Tyrone Guthrie, director of the Stratford "Rex", will collaborate on production of the film, according to Tom Patterson, supervisor of planning for the Festival.

(See "OEDIPUS" Page 4)

Stein Re-elected Pres. NCMPEA Set New Public Relations Cttee

Toronto: The 7th annual meeting of the National Committee Motion Picture Exhibitors Associations of Canada met in session for one day last Tuesday at the King Edward Hotel, re-elected their officers and after lengthy discussion on the many current problems confronting exhibitors across the country created a new National Exhibitor Public Relations Committee which in a conciliatory way will attempt to solve certain intra-industry problems with the distribution com-

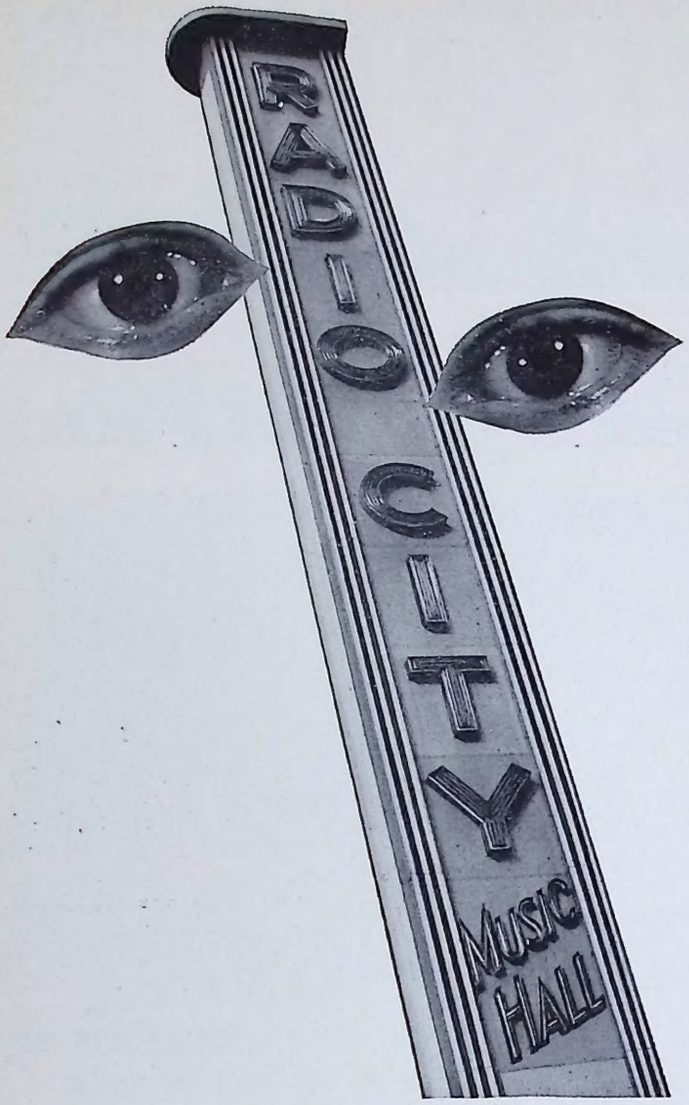
(See STEIN Page 5)

Reserved Seat Policy

Toronto: Artkino Pictures (Canada) Limited, Toronto, has arranged a package deal for bookings into theatres of the series of three Soviet attractions which are having their first Toronto run at the Eaton

(See RESERVED Page 4)

"Guys and Dolls", Released Through MGM Reported Set for Odeon Circuit



EYES ARE ON THE MUSIC HALL...

(and M-G-M!)

BECAUSE "TRIAL" now playing to thrilled audiences has captivated the critics, as you see:

M-G-M presents "TRIAL" starring Glenn Ford • Dorothy McGuire • Arthur Kennedy John Hodiak • Katy Jurado • with Rafael Campos • Juano Hernandez • Written by Don M. Mankiewicz from his Harper's Prize novel • Directed by Mark Robson • Produced by Charles Schnee.

"Highest rating! Go see this exciting, spellbinding drama!" —***Wanda Hale, Daily News*** • "Excellent! Truly extraordinary!" —***Archer Winsten, N. Y. Post*** • "A gripping movie! A distinguished picture!" —***William K. Zinsser, N. Y. Herald Tribune*** • "Tense! Taut! Hard-hitting! Don't Miss it!" —***Rose Pelswick, N. Y. Journal-American*** • "First-rate." —***Justin Gilbert, Daily Mirror*** • "Forceful! Powerful!" —***Alton Cook, N. Y. World-Telegram and Sun*** "Topnotch!" —***Time Magazine***

What every girl sets for every man.

BECAUSE "THE TENDER TRAP" next at the Music Hall, won the highest audience preview rating ever!

M-G-M presents in CinemaScope • "THE TENDER TRAP" starring Frank Sinatra Debbie Reynolds • David Wayne • Celeste Holm with Jarma Lewis • Screen Play by Julius Epstein • Based on the play by Max Shulman and Robert Paul Smith • And presented on the New York Stage by Clinton Wilder • Photographed in Eastman Color • Directed by Charles Walters • Produced by Lawrence Weingarten

Yes, it's a fact! In all the years Film Research Surveys has polled audiences, "THE TENDER TRAP" preview in New York topped every picture in history. M-G-M has made a wonderful entertainment of the stage play. Bait your boxoffice with this daring, delectable, deluxe audience attraction.

BORDER THEATRES

(Continued from Page 1)

atres at various New York points. The Massena Theatre at Massena, N.Y., is using space regularly in the Cornwall daily while other theatres are advertising in the newspapers at Prescott and Brockville. Cinerama shows at Buffalo and Detroit have been making a bid for business from Toronto, Hamilton, St. Catharines, Windsor and London for some months.

Film Stars Stop-over On Way Through Wpg.

Winnipeg: The Scandinavia Air System, with a stop-over in Winnipeg, has brought several celebraties to this City, if only for a few minutes. Last week Donald O'Connor was welcomed by the press, and this week, Audrey Hepburn and her husband Mel Ferrer stopped over enroute to Hollywood. Miss Hepburn and Mr. Ferrer were met at the airport by Syl Gunn, local manager of Paramount Films, and John Ferguson, Western Divisional Manager of Famous Players.

Sophie Tucker, after being a patient in the Saint Boniface Hospital for three weeks, recovering from an illness that struck on her opening night at a local night club, returned to her home in New York by train.

Shackleford Defeated

Lethbridge: A major upset in civic elections in Alberta recently was the defeat of Mayor A. W. Shackleford in Lethbridge. Mr. Shackleford, an alderman for 15 years and mayor for the last four years, controls four Lethbridge theatres.

From Newfoundland
To Nanaimo
From Grand Prairie
To Granby
The Swing Is To
ADFILMS
Canada's Fastest Growing
Theatre Screen Advertising
Company
FRED T. STINSON, General Manager
77 York St. TORONTO EM. 8-8986
10940-122nd St. EDMONTON 8-2508
QUEBEC CITY 5-5755

Across the Country

Toronto and District

James S. Duncan, a director of Odeon Theatres (Canada) Limited and president of Massey-Harris-Ferguson Limited, is numbered among those in Canada who have made a trip to Russia. During his stay in Moscow and elsewhere he was the guest of Vladimir Matzkevich, Soviet Minister of Agriculture.

• • •

Many Barkers and their wives tripped the light fantastic in a Holloween Party Friday night, Oct. 28, in the clubrooms of the Toronto Variety Tent, when a lively program of stunts and prize contests was conducted under the seasoned supervision of Len Bishop. Even giveaways were a feature of the festivities.

• • •

Private screenings are being conducted for invited audiences at Odeon units of a special picture, "The World Our Audience", an extensive "commercial" on the scope and activities of the J. Arthur Rank Organization in various countries. The film is later to be shown at regular theatre performances, it is intimated.

Vancouver

Dave Gilfillan, MGM 16 mm manager, is the father of a son born in Grace Hopital. The old film exchange building is being converted into a business block which will include a branch bank.

• • •

If the plebiscite for Sunday sports is passed here, theatre interests will go after Sunday movies, Owen Bird president of British Columbia exhibitors Association said, pointing out to the big turn-over of Canadians crossing the U.S. Washington State border Sundays for entertainment.

• • •

The two chains Famous Players and Odeon and the Projectionists union are still dead locked on the basis of a new agreement. A conciliation Board set by the B.C. government is now trying to settle the dispute. Booth workers are asking for an increase of five percent on weekly wages.

Maritimes

Mr. Maurice Scully, Manager of J. Arthur Rank Film Organzation was married at St. John the Baptist Church, Saint John, N.B. on October 8th to Miss Luella Mae Herrington. Miss Herrington was formerly employed with Empire-Universal Film Company.

• • •

Mr. Joshua Lieberman was Chairman of a dinner in the Admiral Beatty hotel last Monday night that officially launched the United Jewish Appeal in the Saint John district. The guest speaker was Mr. Allan Bronfman—thanks to Mr. Bronfman were expressed by Mr. A. I. Garson.

Winnipeg

Visitors to Film Row included Hugh Vassos of Melville, P. Santo of Kipling and Bill Welykholowa of Kamsack.

• • •

The Lyceum Theatre in Port Arthur, Ont., closed on October 22nd. The final evening performance was donated to the Rotary Club of Port Arthur, and brought out a large crowd to the special showing. The Lyceum in Port Arthur, and the Orpheum in Fort William (which was reported closed a while ago) were outmoded and had lost their usefulness. Wider screens could not be installed, and with the building of new theatres in both situations there was no need for the outdated houses.

Women Film Pioneers Retire In Saint John

St. John: Miss Gertrude O'Neill, cashier with Twentieth-Century-Fox Film Corporation for the past thirty years, and, her sister, Miss Agnes, employed with Warner Bros. Pictures for about twenty-one years, will be severing connections with both firms.

The sisters are leaving immediately to spend the winter months in Florida — after which they plan to travel extensively and eventually settle in Southern California.

Both Miss O'Neills have been highly regarded by both firms as evidenced by their long periods of employment and will be greatly missed by their many friends in the Maritimes, and, particularly in their home city of Saint John.

Ottawa Theatres Hit By Series Of Thefts

Ottawa: The epidemic of theatre robberies, which started with a break-in of the manager's office at the Britannia Drive-In earlier in the season, has local police on the hunt but, so far, with little success. More recent robberies were the Imperial, 20th Century's Bank Street theatre, and the Rideau, also operated by the same Toronto company. About $20 was stolen from soft drink and candy vending machines and the manager's office ransacked at the Imperial. On Oct. 4, thieves smashed open a safe at the Rideau and escaped in the early morning hours. The theft was discovered by the superintendent at 6.30 a.m. when he confronted the two thugs stuffing $1,000 in cash into their pockets.

FOR SALE
YES! 10,000 LATE MODEL USED or RE-CONDITIONED
THEATRE CHAIRS
ALSO NEW BRITISH-LUXURY CHAIRS AVAILABLE
SPRING EDGE STEEL BOTTOM SEAT CUSHIONS AND FULLY UPHOLSTERED BACKS—SPRING BACK TYPES ALSO.
CARPETING, ASPHALT, RUBBER, VINYL TILES AND LINOLEUM
We are Factory Agents
At Bargain Prices
Drop us a line — we will give you photographs and full information.
"LA SALLE"
RECREATIONS LTD.
Theatre Chairs, Carpet, Linoleum and Tile Division
945 GRANVILLE ST. MA. 5034
VANCOUVER 2, B.C.

THE CANADIAN MOVING PICTURE DIGEST, Authorized as Second Class Mail, Post Office Department, Ottawa. Jay L. Smith, Editor-in-Chief; Max Chic, Assoc. Editor. Correspondents: Bruce Peacock, Regina; Libby Bookhalter, Winnipeg; Jack Droy, Vancouver; Will McLaughlin, Ottawa; Bill Press, Toronto; Helen Crawley, St. John. Address all mail to Publisher, Canadian Moving Picture Digest Company, Ltd., 21 Dundas Square, Toronto. Telephone: EMpire 8-8696. Cable: Raydigest. Est. 1915. Publication weekly. Subscription: $5.00 yearly.

On the Beam

(Continued from Page 1)

solace, they have the knowledge and satisfaction that they have done a magnificent job in raising their son, and that he is certain to go far in the Industry to which Gordon Sr. has devoted his whole life.

Gordon Jr. thanked everyone present for their good wishes, and the fine caliber of this young man was made even more evident by his words in thanking Louis Rosenfeld for giving him his start, and in singling out Abe Fox, also of Columbia, for thanks, for the training he gave Gord in the booking department.

Considerable humour was injected into the proceedings at the King Edward, by Ben "Bow Wow" Okun, who took some good-natured kidding over his engagement at the Biltmore and Savoy Theatres of the doggy flicker, "The Bar Sinister". Ben proved himself to be a good sport, and nearly broke up the party with his final remark that he didn't care if he lost money on the engagement, since he was able to get a scene cut in the Star.

There was a record turnout at the King Edward Hotel, Monday noon, to hear Don Henshaw address the annual luncheon of the MPTAO of Ontario. One of the most dynamic speakers in the advertising world, Don, who is affiliated with the McLaren Advertising Agency, pointed out that the greatest advertising in the world is word-of-mouth, and that Imagination is one of the greatest assets, we in the Motion Picture Industry, have at our disposal. The successful combination of imagination and word-of-mouth, is one combine that nobody can beat. Honored guests at the luncheon included His Worship, Mayor Nathan Phillips of Toronto, and Hon. Dana Porter, Ontario Provincial Secretary.

Congratulations to the new officers and directors of the MPTAO of Ontario, elected at the annual meeting, Monday. New President, succeeding Ted Forsyth, is Lionel Lester of National Booking Co., and the Studio and Continental Theatres in Toronto. New Vice-President is Russ Simpson of the Ottawa Valley Amusement Co., new Treasurer, Jack H. Clarke of Loew's, Toronto, and new Secretary is Angus Jewell, of the Jewell Theatre, Cannington, Ont.

EGAN

(Continued from Page 1)

the news of Egan's appearance with the net result that thousands of Torontonians mobbed the Automotive Building, CNE, where the Bazaar took place and practically swamped Egan for a three hour period for autographs.

The first time in many a year that this type of personal appearance was engineered, Egan's visit to Toronto proved the tremendous impact of having a star actually in contact with movie fans. Egan's schedule started shortly after his arrival with a PA on the CBC-TV national program Tabloid with both his coming appearance at the Bazaar, his current appearance in Fox's "Cities of Gold" showing at the Odeon and Fairlawn and a strong pitch for his up-coming film being featured.

At the Bazaar, Egan appeared at a Fashion Show with the over 2,000 people in attendance cheering their heads off at his entrance to take the hand of the bride at the finale of the show. Bedlam broke loose and the star's tour and appearances at various events at the Bazaar became a publicity man's dream as Egan was encased in the midst of hundreds of screaming fans. Egan's activities at the Bazaar included an appearance at the Odeon booth; presentation of the winning prize of Hadassah's Amateur Photo Contest, a trip to Puerto Rico for two via Pan American; and the drawing of the door prize, a new Chevrolet car.

Before leaving Toronto on the following day, Egan was interviewed on three different radio stations, met the press and visited the "Do It Yourself" show at the Mutual St. Arena.

The conclusion reached by Fox here and Egan himself as stated by him, "there is nothing quite like hob nobbing with your fans on a PA tour."

RESERVED

(Continued from Page 1)

Auditorium, "Romeo and Juliet", "Boris Godunov" and "An Evening with Chekhov". The arrangements call for a reserved seat policy. Latest reports state that "Romeo and Juliet" will be shown at the International Cinema, Toronto.

STAR-TOP

(Continued from Page 1)

ways a Bride". The announcement was made that the Star-Top would be equipped for CinemaScope in 1956.

LESTER

(Continued from Page 1)

tax committee.

The Association which met for the first time in its history prior to the sessions of the national bodies, pulled a record attendance in its morning sessions, and armed its delegates to the Industry Council with ammunition in the expected discussions on exhibitor-distributor problems. Top priority was given to a discussion of percentage deals and their review by distributor companies.

The annual report dealt with the achievements gained in reducing the amusement tax, the start of a Medical, Surgical, Hospital Group Insurance plan and the many and varied activities of the Association's secretary, Arch Jolley. Membership was reported as 339 members, consisting of 117 independent theatres, 22 drive-ins with the balance made up of circuit theatres.

Board of Directors elected were Morris Berlin, Jack Clarke, Ted Forsyth, Angus Jewell, A. Rolston, Lionel Lester, Dick Main, Harry Mandell, Jack McCulloch; Russell Simpson, Morris Stein and Billy Summerville, Jr.

ELMER

(Continued from Page 1)

are to be awarded each week. After attending for five week in a row the child will receive an Elmer Crest. At the end of the ten shows a bicycle will be drawn for in each of the six theatres.

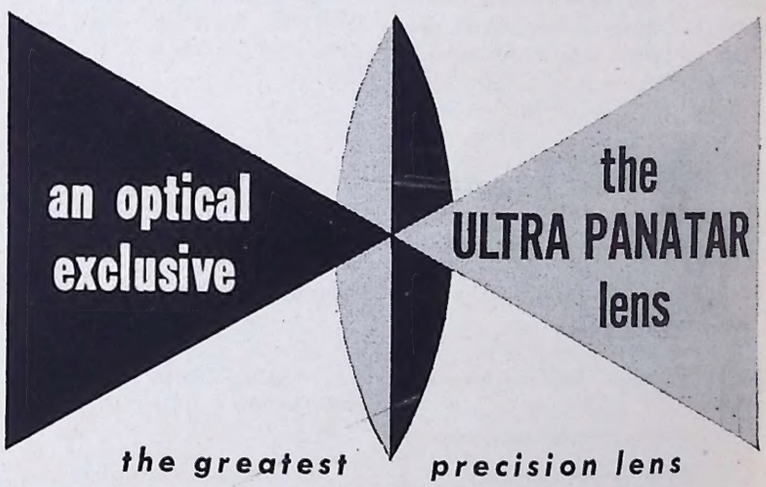
The Highway Safety Council of Winnipeg is cooperating with the theatres, which are the College, Rose, Tivoli, Roxy, Osborne and Uptown. Members of the Blue Bombers have consented to speak in each of the theatres, and numerous prizes will be given away during the ten weeks.

"OEDIPUS"

(Continued from Page 1)

It's planned to film "Rex" exactly as it was presented on the stage, using many of the original cast members and, for the most part, Canadian technicians. Signed as head cameraman is Boris Kaufman, an American, who handled the photography (and won an Academy Award) for Columbia's "On the Waterfront."

A one-week shooting schedule is to begin at the end of November in Toronto.



the greatest precision lens at the lowest possible price

The new Ultra Panatar Precision Prismatic Variable Anamorphic Lens offers you outstanding and exclusive features rarely found in any lens at any price. The Ultra Panatar is sold at an unbelievably low price made possible only by tremendous improvement in design and production techniques. Amazing flexibility gives finest results with both CinemaScope and Vista-Vision and is adaptable to special projection conditions. Write or ask for full particulars. IN CANADA contact your nearest DSEL Branch.

DOMINION SOUND Equipments Limited

DS-55-25

HEAD OFFICE: 4040 St. Catherine Street West, Montreal. BRANCHES AT: Halifax, Saint John, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, North Bay, Winnipeg, Regina, Calgary, Edmonton, Vancouver.

STEIN

(Continued from Page 1)

panies.

Named to act as chairman of the new committee by Morris Stein was Dave Griesdorf, Odeon's general manager with power to add to his committee. Each provincial association will be asked to submit problems which cannot be handled at the provincial level with the plan calling for separate discussions with the individual distribution companies involved.

Most of the discussion at the sessions centred around certain trade practices in relation to exhibitor-distributor relations. Amongst these were percentage deals and their review in case of low grosses, 16 mm distribution that in some cases preceded their 35 mm run and a complaint from Western delegates of the poor condition of advertising accessories received from poster exchanges. All these and future problems will be turned over to the new committee.

The re-elected officers are Morris Stein, National chairman; Eastern chairman, F. G. Spencer; Western chairman, S. R. Miles and secretary-treasurer, Dick Main. Delegates in attendance were from British Columbia, Owen Bird and Max Chechik; Alberta, Douglas Miller and A. Shackleford; Saskatchewan, J. D. McKenzie and J. F. Lundholm; Manitoba, Ben Sommers and Robert Hurwitz; Ontario, E. G. Forsyth, Morris Stein, Dick Main and Lionel Lester; Quebec, William Lester, John Ganetakos and D. Robert; Maritimes, Arch Mason and F. Gordon Spencer. Observors were Roy Chown from Calgary, Russ Simpson, N. A. Taylor, Dave Griesdorf and Jack McCulloch.

Reg Sinclair, sales manager for Pepsi-Cola, was host at a luncheon for the assembled delegates.

Figaro Inc. To Make 9 For United Artists

New York: Arthur B. Krim, President of United Artists, and Robert Lantz, Executive Vice-President of Figaro, Inc., announced jointly the completion of a new agreement under which Figaro will make nine motion pictures for United Artists release during the next four years, five of which will be produced, directed and written by Joseph L. Mankiewicz, who is under contract to Figaro.

MARITIME EXHIBITORS ASSOCIATION had Arch Jolley as its guest speaker. Part of the newly elected executive are shown above. Left to right, standing: Jim McDonough, Fred Gregor, George Walters, Bruce Yeo, Will Fenety. Seated are Arch Jolley, A. J. Mason and F. Gordon Spencer.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
5th wk. Mister Roberts (WB) C'Scope & WarnerColor with Henry Fonda.

SHEA'S
My Sister Eileen (Col.) C'Scope & Tech. with Janet Leigh and Jack Lemmon.

UNIVERSITY & EGLINTON
5th wk. Love is a Many Splendored Thing (20th-Fox) C'Scope & Color with William Holden.

LOEW'S
2nd wk. The Kentuckian (UA) C'Scope & Tech. with Burt Lancaster.

UPTOWN
5th wk. To Hell & Back (E-U) C'Scope & Tech. with Audie Murphy.

ODEON & FAIRLAWN
The Night of the Hunter (UA) with Robert Mitchum & Shelley Winters.

HYLAND
5th wk. I Am a Camera (Alliance) with Julie Harris.

DOWNTOWN
Road to Denver (Rep.) with John Payne & Mona Freeman.

MONTREAL

LOEW'S
To Catch a Thief (Para.) VistaVision & Tech. with Cary Grant & Grace Kelly.

CAPITOL
2nd wk. House of Bamboo (20th-Fox) C'Scope & Color with Robert Ryan.

PALACE
2nd wk. Lady & The Tramp (E-U) C'Scope & Tech.

PRINCESS
The Scarlet Coat (MGM) C'Scope & Color with Cornel Wilde & M. Wilding.

IMPERIAL
44th wk. This is Cinerama.

SNOWDON-STRAND-SEVILLE-OUTREMONT
To Hell & Back (E-U) C'Scope & Tech. with Audie Murphy.

WINNIPEG

CAPITOL
Lucy Gallant (Para.) VistaVision & Tech. with Jane Wyman.

MET
Love Is a Many Splendored Thing (20th-Fox) C'Scope & Color with Wm. Holden.

ODEON
The Shrike (E-U) with Jose Ferrer.

GARRICK
2nd wk. My Sister Eileen (Col.) C'Scope & Tech. with Janet Leigh.

GAIETY
Private Hell 36 (All.) & Crashout (All.).

CALGARY

CAPITOL
Trial (MGM) with Glenn Ford.

PALACE
Ulysses (Para.) Tech. with Kirk Douglas

GRAND
The McConnell Story (WB) C'Scope & WarnerColor with Alan Ladd.

UPTOWN
The Night of the Hunter (UA) with Robert Mitchum & Shelley Winters.

VANCOUVER

CAPITOL
Lucy Gallant (Para.) VistaVision & Tech. with Jane Wyman.

ORPHEUM
Blood Alley (WB) C'Scope & WarnerColor with John Wayne.

VOGUE & ODEON
Summertime (UA) Tech. with Katharine Hepburn & Rossano Brazzi.

STRAND
Pearl of the South Pacific (RKO) Tech. with Virginia Mayo and Dennis Morgan.

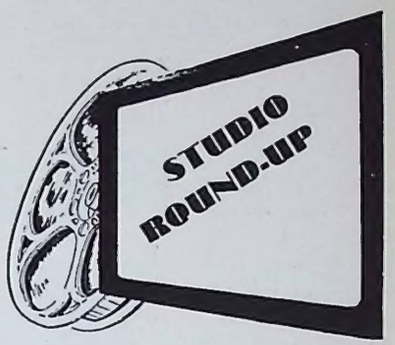
ST. JOHN

PARAMOUNT
Trial (MGM) with Glenn Ford.

CAPITOL
The Treasure of Pancho Villa (RKO) with Rory Calhoun & Shelley Winters.

GREETINGS
Mr. Louis Levesque
Cartier Theatre,
Rockland, Ont.

GREETINGS
CECILIA SOMERS
Espanola Theatre,
Espanola, Ont.



Columbia picks **Montgomery Clift** to star in the screen adaptation of the D. H. Lawrence novel "Sons and Lopers." Four more important additions to **Metro's** "The Rack," **Paul Newman, Walter Pidgeon, Edmond O'Brien** and **Loe Marvin** join cast headed by **Glenn Ford** and **Wendell Corey.**

Natalie Wood and **Brian Donlevy** set for leads in the **Jaguar** production "A Cry in the Night," for **Warner** release. New York Roxy was the scene of a gala prepremiere showing of **20th Century-Fox's** "The View from Pompey's Head," **Dana Wynter** and **Richard Egan,** stars of the picture, headed a roster of important entertainment celebrities present for this occasion.

Paramount signs **Jack Pepper,** former vaudeville star, for role of television cameraman in "That Certain Feeling," featuring **Bob Hope** and **Eva Marie Saint." George Bakers'** fine performance in the JARO production, "The Woman For Joe" won for him leading role in the **Sir Michael Balcon** production "The Femine Touch." **Kitty Kallen** on PA tour doing promotional work for her **Universal starrer** "The Second Greatest Sex."

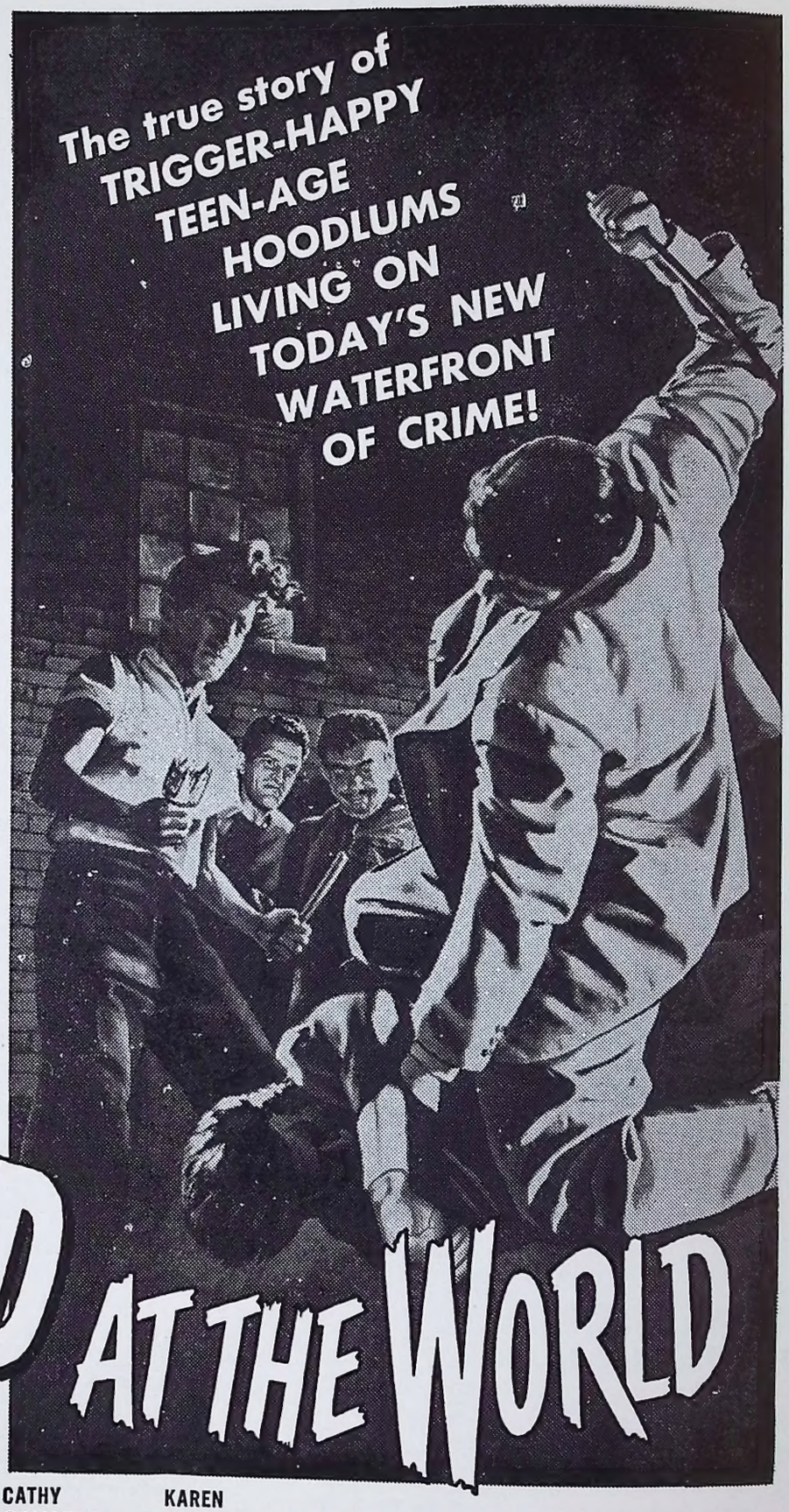
"A Shot in the Dark," now before the cameras on the **Republic** lot, with **Marjie Millar** and **Tom Drake** cast for the romantic leads. **RKO** acquires film rights to the recently published "Wine of Youth."

Gloria Vanderbilt to make her motion picture debut co-starring with **Frank Sinatra** in **U.A.'s** "Johnny Concho." **Alfred Hitchcock's** next for Warner's will be "The Wrong Man," with **Henry Fonda** and **Vera Miles** topcast.

Deborah Kerr reports **to 20th Century** to rehearse for "The King and I" which will be produced in 55mm C'Scope. **RKO** readying production on Robert Wilder's "Written in the Wind."

Husband and wife team of **Audrey Hepburn** and **Mel Ferrer** in Hollywood for the first time since their marriage, **Miss Hepburn** will confer with **Paramount** executives re future films for the studio.

I lived and loved in a SCHOOL FOR MURDER!



100,000 GRADUATES EACH YEAR... *EACH ONE...*

MAD AT THE WORLD

FRANK LOVEJOY · KEEFE BRASSELLE · CATHY O'DONNELL · KAREN SHARPE · **"MAD AT THE WORLD"**

Produced by COLLIER YOUNG • Associate Producer JAMES S. ANDERSON • Written and Directed by HARRY ESSEX •

Distributed by Columbia Pictures of Canada Ltd.